



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Geneva, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Rooted Rural	39.0%	Population		26,281	26,564
Rural Bypasses	25.0%	Households		10,962	11,177
Southern Satellites	16.7%	Families		7,710	7,780
Heartland Communities	11.5%	Median Age		41.9	43.7
Midland Crowd	4.1%	Median Household Income		\$30,675	\$33,260

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	44	\$1,169.03	\$12,814,957
Men's	43	\$214.29	\$2,349,012
Women's	41	\$385.65	\$4,227,441
Children's	52	\$217.08	\$2,379,664
Footwear	37	\$179.66	\$1,969,467
Watches & Jewelry	50	\$110.92	\$1,215,902
Apparel Products and Services ¹	49	\$61.44	\$673,471
Computer			
Computers and Hardware for Home Use	49	\$103.02	\$1,129,288
Software and Accessories for Home Use	45	\$12.93	\$141,691
Entertainment & Recreation	60	\$2,212.54	\$24,253,830
Fees and Admissions	42	\$259.38	\$2,843,320
Membership Fees for Clubs ²	45	\$74.59	\$817,673
Fees for Participant Sports, excl. Trips	40	\$45.34	\$496,970
Admission to Movie/Theatre/Opera/Ballet	40	\$59.83	\$655,820
Admission to Sporting Events, excl. Trips	44	\$27.10	\$297,097
Fees for Recreational Lessons	41	\$52.18	\$571,976
Dating Services	59	\$0.35	\$3,784
TV/Video/Sound Equipment	55	\$785.50	\$8,610,690
Community Antenna or Cable TV	61	\$448.60	\$4,917,565
Televisions	46	\$136.14	\$1,492,397
VCRs, Video Cameras, and DVD Players	57	\$18.87	\$206,876
Video Cassettes and DVDs	54	\$35.61	\$390,306
Video Game Hardware and Software	53	\$18.95	\$207,732
Satellite Dishes	81	\$0.90	\$9,917
Rental of Video Cassettes and DVDs	53	\$26.92	\$295,094
Streaming/Downloaded Video	35	\$0.28	\$3,043
Sound Equipment ³	45	\$96.26	\$1,055,216
Rental and Repair of TV/Radio/Sound Equipment	51	\$2.97	\$32,544
Pets	73	\$321.19	\$3,520,877
Toys and Games	58	\$86.47	\$947,831
Recreational Vehicles and Fees ⁴	93	\$405.44	\$4,444,485
Sports/Recreation/Exercise Equipment ⁵	58	\$124.45	\$1,364,187
Photo Equipment and Supplies ⁶	58	\$73.39	\$804,546
Reading ⁷	54	\$156.71	\$1,717,894
Food	57	\$4,750.65	\$52,076,594
Food at Home	59	\$2,875.31	\$31,519,182
Bakery and Cereal Products	60	\$402.10	\$4,407,829
Meat, Poultry, Fish, and Eggs	60	\$733.43	\$8,039,881
Dairy Products	60	\$332.03	\$3,639,759
Fruit and Vegetables	54	\$447.05	\$4,900,511
Snacks and Other Food at Home ⁸	60	\$960.70	\$10,531,202
Food Away from Home	55	\$1,875.33	\$20,557,412
Alcoholic Beverages	45	\$270.37	\$2,963,795
Nonalcoholic Beverages at Home	63	\$277.06	\$3,037,111



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	33	\$333.11	\$3,651,564
Vehicle Loans	68	\$3,917.88	\$42,947,812
Health			
Nonprescription Drugs	73	\$82.51	\$904,516
Prescription Drugs	74	\$418.40	\$4,586,500
Eyeglasses and Contact Lenses	65	\$49.83	\$546,254
Home			
Mortgage Payment and Basics ⁹	49	\$4,474.98	\$49,054,776
Maintenance and Remodeling Services	49	\$1,011.84	\$11,091,827
Maintenance and Remodeling Materials ¹⁰	78	\$325.09	\$3,563,689
Utilities, Fuel, and Public Services	63	\$2,885.34	\$31,629,108
Household Furnishings and Equipment			
Household Textiles ¹¹	52	\$73.08	\$801,049
Furniture	45	\$298.74	\$3,274,828
Floor Coverings	50	\$48.57	\$532,454
Major Appliances ¹²	64	\$192.84	\$2,113,942
Housewares ¹³	49	\$46.19	\$506,388
Small Appliances	61	\$21.45	\$235,135
Luggage	39	\$3.94	\$43,230
Telephones and Accessories	43	\$18.77	\$205,720
Household Operations			
Child Care	42	\$170.76	\$1,871,888
Lawn and Garden ¹⁴	64	\$272.71	\$2,989,432
Moving/Storage/Freight Express	51	\$26.56	\$291,108
Housekeeping Supplies ¹⁵	62	\$473.19	\$5,187,152
Insurance			
Owners and Renters Insurance	67	\$329.27	\$3,609,469
Vehicle Insurance	60	\$840.52	\$9,213,812
Life/Other Insurance	65	\$370.86	\$4,065,319
Health Insurance	66	\$1,345.29	\$14,747,046
Personal Care Products ¹⁶	56	\$243.89	\$2,673,501
School Books and Supplies ¹⁷	47	\$54.95	\$602,319
Smoking Products	74	\$336.23	\$3,685,781
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	64	\$3,303.42	\$36,212,089
Gasoline and Motor Oil	68	\$1,724.71	\$18,906,232
Vehicle Maintenance and Repairs	59	\$582.66	\$6,387,132
Travel			
Airline Fares	41	\$171.90	\$1,884,418
Lodging on Trips	52	\$220.14	\$2,413,228
Auto/Truck/Van Rental on Trips	38	\$14.79	\$162,081
Food and Drink on Trips	52	\$244.34	\$2,678,494

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.